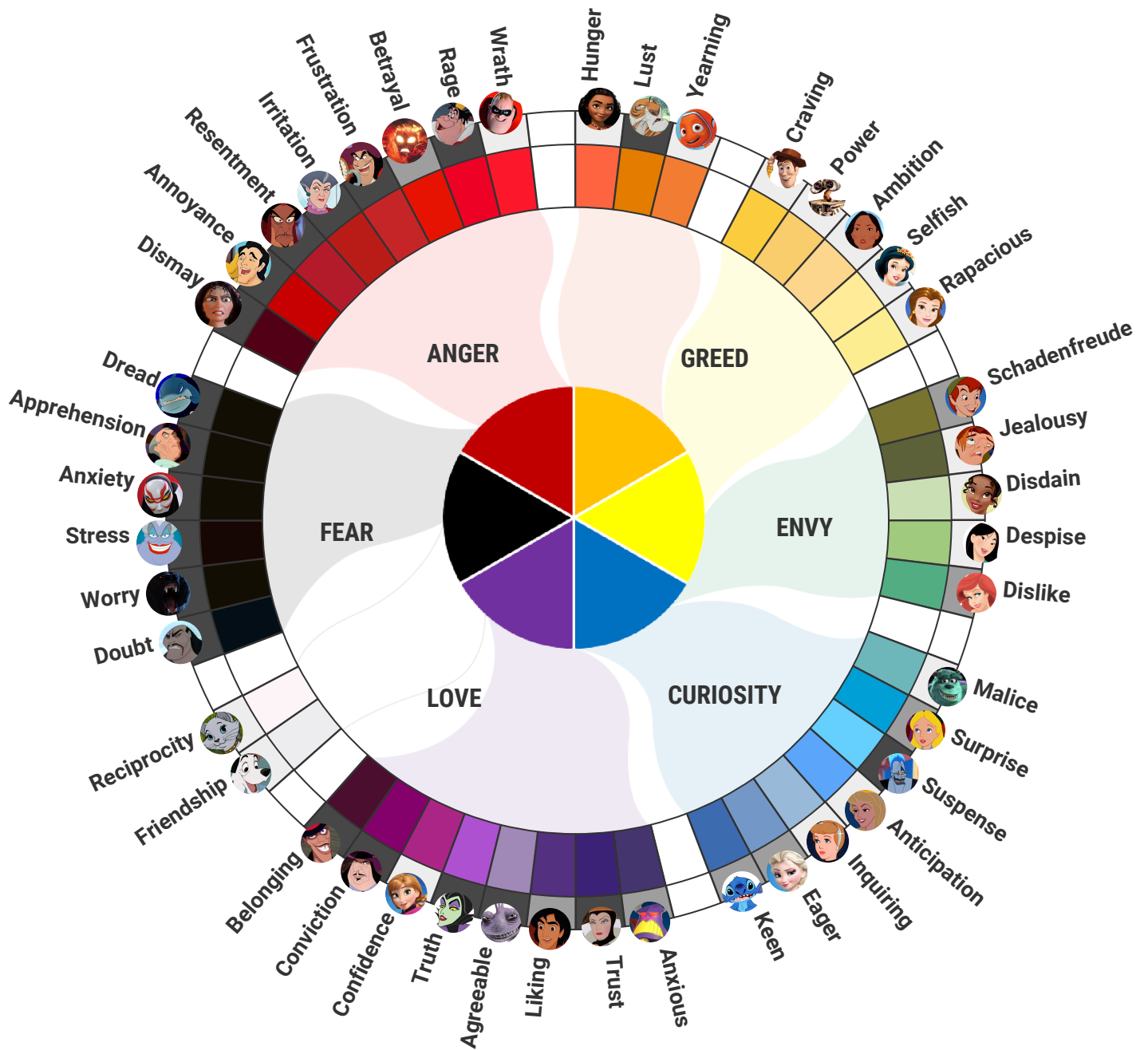


The Buying Emotion Color Wheel

SIX Feelings That SELL and How to Trigger Them



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Daniel Levis, your
client-getting mentor

Dear Business Builder,

If you've been struggling to build your business and finding it difficult to generate leads and enroll clients...

...Then the information contained in this groundbreaking new report is the most crucial reading you will do this year. It could literally save your financial life!

Here's why ...

In the pages of this special report, I'm going to expose a series of misconceptions, fallacies, and downright lies about why so many coaches, consultants, advisors, agencies, service pros and solution providers struggle to grow and scale their businesses.

You will discover the fundamental reason most sales and marketing activities flat out don't work... can't work... and will NEVER work... and why the average small business owner is being fed fatal advice that only makes things worse.

Incredible as this sounds, chances are, you are doing things on the advice of some sales and marketing guru that almost guarantee you're working way too hard beating the bushes and pounding the virtual pavement for too little money.

The good news is this tragedy is absolutely avoidable with the knowledge I'm about to give you in this report.

You will discover ...

- **Why your social media advertising fails to bring you the leads you need to grow and thrive ...**
- **What to do when you repeatedly find yourself trying to sell to people with no money, no need, or no fire in their belly to take action now ...**
- **How to wield the most powerful motivating force in the known universe to fill your sales pipeline and easily convert all the buyers you could ever want.**

My name is Daniel Levis.

And I've made a career out of defying conventional sales and marketing "wisdom".

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I've built multiple seven-figure brands and helped hundreds of independent coaches, consultants, advisors, agencies, service pros and solution providers to do the same.

But none of it came about because of making more cold calls or pressing more flesh or spamming more people's inboxes or social media accounts.

That may have worked at one time, but it was a recipe for disaster for me in the digital age, where the one universal truth that remains is this:

People act on emotion and justify their actions with logic

The very actions I was taking were generating emotions that ran counter to my intention.

Every time I failed to observe this law and leverage it to the hilt, I found myself walking a rough and rocky road of insanely long hours, declining sales, and negative cash flow.

But what I refused to do was buy into the tired old "it's a numbers game" line that says every "no" gets you one step closer to a "yes". That's just a load of BS.

Today, things are entirely different ...

I run a 7-figure business on just a few hours a week because I can spend a dollar on advertising today, and see three, four, five, maybe even ten dollars or more coming back to me by this time next week.

Profits are plump, and I enjoy spiraling equity in a business that's growing by leaps and bounds each month.

After years of ups and downs and roller coaster cash-flow, I am no longer at the mercy of lady luck.

Overwork... borrowing from Peter to pay Paul to keep the lights on some months... stressing about money... all of them are distant memories.

I now pick and choose the clients I want to work with. And because it's work I *WANT*, not work I *NEED*, I enjoy my work and find real fulfillment.

About The Author:

Daniel Levis is a world-recognized copywriter, marketing coach, consultant, and best selling author.

If you're an investor, you've probably seen his work in THE MOTLEY FOOL... THE SAFE MONEY REPORT... REAL WEALTH REPORT... Gold Newsletter... The New Orleans Investment Conference... Stealth Stocks Online... Hidden Values Alert... The Street Authority... and other well-known financial publications.

If you've ever looked for a business opportunity... bought a self-help course... or been interested in information for bettering your health... you may have seen his work with Mark Victor Hansen, Robert Allen, Dr. Stephen Sinatra, and others...

Be sure to check out the bonus videos from Daniel on pages 8 and 16 of this report.

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What made the difference?

First, it's important to understand the real reasons that people do ANYTHING. The reasons they read your ads, the reasons they opt-in to your email list, the reasons they book calls on your enrollment calendar, and the reasons they buy.

While working with some of the biggest direct response companies on the planet, I began studying dozens of split tests.

This is where one marketing asset (an ad or a sales letter or email) is scientifically tested against another. I was also involved in dozens of focus groups, where reactions can be observed firsthand.

I gained an in-depth understanding of what makes one asset perform and get the job done while another falls flat.

And it became clear to me that contrary to all the talk about features and advantages and benefits, the real defining factor, the difference that made the difference, was a chemical situation that took place in the body of the person on the other end of the persuasion.

Human action is in fact the result of chemical reaction ...

It's not the thoughts we think, but the emotions we feel that compel us to action.

These experiments told me that chemicals like serotonin, cortisol, endorphins, dopamine, and others... released into the bloodstream at just the right time in the sales process were the real reason a particular promotion would blow up and yield hundreds of orders, while another bombed.

I tested the strategic use of certain phrases and story forms that I knew would reliably result in the emotions that triggered hyperactive states... and also the timing, positioning, and direction of those states in the sales narrative.

Management at the companies I was working with at the time thought I was nuts.

They didn't believe that emotional states were the deciding factor or that they could be aroused reliably without being in the same physical location with a prospect.

But I was being paid on results, so my analysis persisted.

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And it was then that I discovered the remarkable effectiveness of a very specific style and sequence of emotional evocation...

Without boring you with the complicated science behind this, it's important you learn the truth about why your current sales, marketing and lead generation are failing so miserably.

When you mimic or model your competitors, not only do you begin to look and sound like a carnival barker... your sales and marketing efforts are by and large appealing to the left brain of your prospects.

The arguments made in the marketing may not be entirely logical, but their mere repetitive appearance triggers critical reasoning in the mind of the prospect.

The left brain is the enemy of action-taking ...

According to numerous long-term split tests and studies, the moment the careful, lumbering left brain becomes activated, action is stifled.

What this means is the more clichéd your marketing becomes, the greater the resistance you'll encounter, particularly from the sophisticated prospects who become appreciative clients. The ones you desire most.

Skepticism and deconstructive analysis begin working overtime, pumping the wrong chemicals into your prospect's bloodstream at exactly the wrong time. And then you wonder why your advertising isn't working and your enrollment calendar looks like a barren wasteland.

Too much month at the end of the money. Your anxiety levels spike. Cortisol surges into your bloodstream. And your creative intelligence freezes up.

You begin to crave instant quick fixes that move the needle in the wrong direction. And eventually your business breaks down.

The conventional treatment is more of the same "me too" marketing that doesn't work.

Your condition is, in fact, a goldmine for the bright shiny marketing gurus who prey on your unfortunate situation ...

They get to sell you a hot mess of disorganized, half-completed resources and trainings that have been ripped off from YouTube and other free sources and cobbled together with bailing wire and duct tape.

Sales and marketing coaches and consultants who have never done what you're trying to do rack up big fees and retainers.

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The blind leading the blind

The obvious answer to the problem is to take aim at its root cause ...

By dramatically increasing the strategic elicitation of the correct emotion at the right time in the sales process, I have been able to pull dozens and dozens of failing coaching, consulting, and advisory businesses out of the ditch. And turn their owners into revered thought leaders to their burgeoning client lists.

This is not theory. It is actionable, hardcore dollars and cents advice that can literally transform your business. [Watch this video to see the two-phase execution model.](#) Download a **FREE ROI calculator and advance planner directly under the video.**

Variables		Your Inputs													
CPC (Cost per Click)	\$	-													
EPN per Month	\$	-													
Average Front End Order	\$	-													
Subscriber Attrition		0%													
Opt-in Rate		0%													
Show-up Rate		0%													
Avg/Order Page Rate		0%													
Close Rate		0%													
Daily Ad Spend	\$	-													
Refund Rate		0%													
		Per Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct			
Clicks	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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Interviews/Order Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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Front End Revenue	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Back End Revenue	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Ad Spend	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Refunds	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Gross Profit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Running Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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CPL (Cost per Lead)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
CPS (Cost per Sale)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Why do you have such trouble commanding the ATTENTION, INTEREST, DESIRE, and ACTION of your prospects? And how can you solve this problem? That is the real question.

The answer is emotionally evocative communication.

So let's talk about the Buying Emotion Color Wheel and how to apply it ...

Emotion means “disturbance”, from the Latin “to disturb or agitate”. You are trying to disturb the normal state of equilibrium that exists within your prospect’s heart and mind, creating a condition of motion or movement that is felt in the body as well as the mind.

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SIX Feelings that SELL and How to Trigger Them

A thought enters the mind and creates an emotional reaction in the body. The connection between these two is often unconscious.

We feel as though we are swept along on a sea of moods and emotions that we are powerless to control, but this is not how it works.

Every feeling is the result of some thought — *or progression of thoughts* — we have entertained, whether we realize it or not.

Emotion in turn creates the impulse to act. We feel the urge to do something. And we may or may not catch ourselves before proceeding with that action. If we do, the rational mind is brought online and we look to justify the action.

Our emotions are how our minds prepare our bodies for action. They are the brawn behind the brain, empowering the body to mobilize against threat and capitalize on opportunities to ensure continuation of the species.

If a threat to the organism's survival or an opportunity to perpetuate the species is perceived, a flood of chemicals is released into the blood stream.

These chemicals trigger bodily sensations that are either pleasant or unpleasant, telling us to move toward or away from the stimulus.

Thus, your words have the power to alter the chemical makeup of your prospect's physiology, stepping up or stepping down the brain's activity level, creating sensation in the body, altering involuntary movements, gestures, and facial expression, and ultimately impacting the will to act.

Your offering is a vehicle for achieving that movement. Your sales story is a hero's journey from pain to pleasure.

Your ideal prospects are sitting at their computers with an overriding dominant resident emotion that lays quietly just under their conscious awareness.

They have been thinking about a given problem or opportunity and they have feelings about it.

And your first job is to remind them of that internal dialog and elevate the corresponding dominant resident emotion to conscious awareness.

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FEAR

The biological purpose of fear and its various nuances is to protect against threat. Fear motivates a fight, flight, or freeze response, depending on the circumstance.

In primordial times, if the neighborhood saber tooth tiger appeared on the scene, but hadn't noticed you yet, fear froze you in place and made it less likely you would be eaten for dinner.

If the tiger was staring you in the face, fear pumped blood and adrenaline into your lower limbs so you could run like hell. And if backed into a corner, it helped you to fight.

In modern times – *and particularly in the context of persuasion* – fear is a great attention grabber but tends also to be an immobilizing emotion. This is probably because most things we are afraid of no longer result in an imminent threat of mortal injury.

The fears we deal with as persuaders are usually those that fester just below consciousness, manifesting themselves as *doubt, worry, stress, anxiety, or apprehension* about a future event.

Or that nagging feeling of *dread, dismay and confusion* that occurs when our ideas of what is good and right and effective are proven wrong and we don't know what to expect or which way to turn.

Or even the fear of other negative emotions, like *sadness, loneliness, guilt, humiliation, and shame*.

You use fear and its various shades and gradients as attention grabbers at the beginning of an ad, lead gen magnet, call to action, or other persuasion medium.

**Loss (pain) and gain (pleasure) go
hand in hand with the emotions...**

As example, someone hears there will be a cutback at his or her place of employment. They think about whether they will be hit by the cut. And as they think about this possibility, *worry* is triggered.

They can't afford to lose that job. They need the money to support their family.

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There can be no fear without the prospect of pain or loss. It may be a threat of material loss – as in loss of financial support, loss of health... or loss of a loved one. Or it may be an intangible loss – as in a loss of status or esteem in the eyes of others, characterized by *shame*, *embarrassment*, and *rejection*.

Or perhaps even a loss of certainty, as in not knowing when, if, and how a threat will ultimately materialize. *Dread* can be a terrifying thing.

Where fear is concerned, there is always something at stake. Our job as persuaders is to draw attention to the full negative implications of the loss – *vivifying them in the mind's eye of our prospects* – therefore transforming passive fear into sheer *panic*, *terror*, *hysteria*, or *horror* that our prospects will act immediately to distance themselves from.

To vivify, is to force the prospect to bring the fearful impending event forward in time to the present moment in their imagination. This is best accomplished by telling a first- or third-person story, or with a suggestion to go inside and envision a future scenario you then describe in the present tense.

You may even describe what's happening physically in your description to aid in the induction.

As I'm sitting there with my young son reading that pink slip, my heart begins thumping noticeably in my chest, my mouth goes dry, and I can feel myself breaking into a cold sweat.

My thoughts spin out of control as I realize how totally and utterly unprepared I am to find work in this economy... and how easily little Jimmy and I could find ourselves literally out on the street... living on handouts and the charity of our neighbors.

The worst part is just not knowing what's going to happen... who to turn to... and how long I'll be out of work.

Skepticism and even *cynicism* are also expressions of fear. Not of the impending situation or problem itself, but toward other unforeseen or unintended consequences of attempting to solve the problem. Thus, fear as an attention grabber can backfire, triggering feelings that work against you. It's not you that you want them to be afraid of.

Be sure to use fears that are salient and credible. Shed new light on old fears. Or vilify the supposed solutions to the problem. That's right, the cure can actually be worse than the disease.

It's not enough to bring fear into awareness. You must amplify it and then promise a way out, thus transmuting it into another more actionable emotion.

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[Watch this video](#) for more depth and how to quickly produce marketing and lead generation that makes the cash register sing.



GREED

As Gordon Gecko is famous for saying, “greed is good”. Well, not necessarily, but it is a natural and indispensable element of the human psyche.

The innate desire to acquire wealth, status, strength, pleasure, and power... and to own, collect, and hoard items of interest in quantities well beyond one’s immediate needs gives rise to the greed emotions — *hunger, lust, yearning, craving* — which at their core, are fear based.

For thousands of years, food, shelter, and essential commodities for living were exceedingly difficult to come by and were therefore conserved and collected as a matter of course, for a rainy day.

The scarcer a given commodity becomes, the greater the compulsion

You use greed’s motive power as an attention deepener, to congeal momentary attention into sustained attention, or interest. You make your prospect aware of what he craves but lacks,

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until it feels like there is a deep hole felt in his solar plexus that he will do almost anything to fill.

Where fear is about things to move away from and worry about, greed is about things to move toward and to hope for.

For example:

Imagine yourself walking briskly along a hot, sandy, sun-drenched beach. An azure haze hangs over the skyline as the warm breeze caresses your bare skin.

As you stride confidently to your favorite spot, your breathing is normal, and your body relaxed. You smile to yourself, knowing you could walk for miles like this without becoming fatigued.

The beach is busy, and as you glance around you catch the eye of someone of the opposite sex. They smile at you, and you smile back.

You walk assuredly into the water and swim a couple of hundred yards out and back with ease. Lying back on your towel, you can't help but think... life has never been so good!

The prospect momentarily experiences what it's like to fill the aching void, which only makes the hole bigger and emptier, thus motivating her to do something about it.

Greed is intrinsically tied to self-esteem. People buy things so they can feel better about themselves. They spend money, acquire and collect physical possessions, and develop themselves, in the interest of identity enhancement.

They seek outcomes that allow them to be seen as someone who *has* more, can *do* more, and can *be* more. This in turn buys them a feeling of being respected, admired, even feared.

You use the greed card any place where you need to sell the next action. In your ads, to sell the click. You use greed early in your Lead Generation Magnet, to sell consumption of the payload of your LGM (the reasons why your process or methodology works and is superior to competing alternatives).

You use greed to book an enrollment call. And you use it at your enrollment call when you discover the precise object of the prospect's greed.

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ANGER

If you can get your prospect fuming mad at the source of her loss or pain, you're well on your way to getting her to actually do something about it, whether it be clicking on your ad, opting in to your email list, consuming your lead generation magnet, booking a call, or buying in to your solution and enrolling in your program.

Challenging your prospects to spit in the face of their fear ... or their helplessness... or their enemies... is one of the most deadly-effective ways of inspiring action.

Anger is a response to an act of betrayal, or deliberate attack on our physical, financial, or emotional wellbeing. Or an act of interference that impinges on something we are intent on doing.

It serves to control, punish, and retaliate against the perpetrator, inducing a feeling of strength – driven by a desire to "make things right." A giant burst of adrenaline sends heat and energy coursing through the body, priming the organism for massive and sustained action.

Of course, there are also gradients of anger, ranging from *annoyance*, *irritation*, *resentment*, and *frustration*... to outright *rage*, *wrath*, and *fury*. And there are different kinds of anger as well.

Contempt is a lingering anger or hatred that endures long past any perceived injustice. *Jealousy* is a similar feeling directed specifically toward the object of a loved ones' competing affections.

Indignation is a self-righteous anger... *sulking* is a passive, brooding anger... *exasperation* refers to having one's patience tried excessively... *disgust* is a revulsion or sickness at the mere thought of the object of one's anger... and *vengefulness* is an intense desire to get even.

The desire for revenge, *short of actually doing harm to anyone*, can actually be a very positive emotion, because it empowers us to overcome fear, self-doubt, indecision and other disempowering emotions. Here's a beautiful example of a tabloid writer tapping into this theme.



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Jilted and humiliated by her lover, Kim Kardashian busts out of her funk by exacting revenge. She sculpts an even more beautiful body (caboose still too pronounced for my old-school taste, but that's neither here nor there), as if to say, "You hurt me. But look at me now sucker! What an idiot you are for losing me."

It is an act inspired by *spite*.

We all have this base, twisted desire to rub the nose of anyone who diminishes us or belittles our success.

You can sell revenge bodies, revenge houses, revenge businesses, revenge wardrobes, revenge skills, virtually any product or service lends itself to this highly profitable drama.

It is a pleasurable experience that dissolves anger.

Your sales proposition at its core offers a promise of mental transformation – away from sadness and toward joy... away from anger and toward the satisfaction of vengeance (don't get mad, get even)... away from fear and worry and toward the tranquility of contentment... and so on.

There's an old saying, "No problem, no sale"

Without emotional pain, there can be no emotional pleasure and therefore no possibility of transformation.

Masterful sales storytelling is the art and craft of accurately identifying exactly where your target market is emotionally... empathizing with them... and then gently transforming emotional pain to emotional pleasure.

Having looked at ANGER, let's turn our attention to a special nuance of this powerful emotion...

ENVY

Envy straddles the line between anger and greed. It is a disdain for a particular individual or individuals, because of what they have, and you don't — wealth, health, affection, and so on.

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Envy is also tied tightly to the idea of self-esteem, even more so than greed. It implies status and our relative worth in comparison to others. It's no longer an unquenchable quest for more, it's a social competition for more, making envy especially potent.

You trigger envy by making reference to competitive striving, "two dogs, one bone". Whatever your prospect wants, somebody else has it. And not only does your prospect want it... he wants to take it away from the other person.

There is an old saying, the enemy of my enemy is my friend, and in a strange and perverse way, when you help your prospect to take the bone, you are bonding with him. You are directing positive emotions toward yourself — *trust, liking, camaraderie, confidence*. You become like brothers in arms against a common enemy.

You trigger envy by telling the story of winners and losers...

*There are two kinds of investors in this world. **There are winners. And there are losers.** What makes the difference?*

John Smith reads the Wall Street Journal, watches the talking heads on CNN, Reuters, and Bloomberg, and is concerned with the latest economic news of the day ...

He looks at the stock market and figures it must follow some pattern. Prices go up. Prices go down. There must be a reason. He studies the situation, weighing the various forecasts and predictions of the financial pundits.

And when the markets are heading up ... he jumps into the stylish stocks like they were the fashion season's latest designer blue jeans. Low inflation, record profits, favorable Fed policies, he knows what's going on.

***John is a sucker.** The net effect of his market watching and pundit following is that he loses more money than he makes in the stock market every few years in a recurring cycle. He buys high, sells low, licks his wounds for a few years, and then jumps back in to follow the mob off the next cliff.*

Jim Brown takes a different approach ...

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In other words, you are saying to the prospect, “F Jim Brown! It’s not fair that he has your bone. He’s no smarter or harder working than you are. He just knows something you don’t. But that bone is yours! And you deserve it!”

Envy is a natural adaptive feature of the human psyche that motivates us to strive for power and command over limited resources. To decide who gets what, when, and how. To be the king of the castle, not the dirty rascal.

CURIOSITY

Curiosity is simply a desire to know more about something. It should never leave your marketing and intermingle with all of the other buying emotions.

It is the ingrained human need to find answers to questions, to make sense of things, and to know what happens next.

Every sales story is about one over-arching central question your prospect is desperate to find an answer to. And within the course of the story, there are secondary, supporting questions as well.

Lead generation and selling are in fact a sequence of events and each event has its own question to answer. You basically lay a trail of questions for your prospect to follow. Each question creates an open loop in his mind that needs to be closed... an emotional itch that needs to be scratched.

Let’s reverse-engineer the story of Betty Adams from Gary Halbert’s famous *Diet Secrets* ad and see how curiosity is interleaved with other buying emotions and how questions are set up and paid off...

Listen, not long ago I was scared I was going to lose my husband. I’m not very tall and my weight was up to almost 200 pounds. He never said anything. Not one word. But... every once in a while... I thought I could see him looking at other women out of the corner of his eye.

Who could blame him? I looked awful and I felt terrible about myself.

In the first sentence Gary arouses fear and curiosity by planting the seed of the central question. How did Betty Adams overcome her fear of losing her husband? You should pay very close attention to Gary’s choice of question.

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He's not selling a diet. He is selling sexual attractiveness and romantic affection — something that would be almost impossible to relate to his product with any degree of sensitivity or credibility without the aid of a selling story.

So... I decided to go on a diet.

The question is partially paid off. Betty decides to go on a diet. And a new question is set up: Which diet? What kind of diet solves Betty's problem?

I went to six different bookstores and I found out they had 67 different diet books.

I bought every one of them.

It cost me \$1541.23... and... seven months later... I had gained another 23 pounds.

So, I went to a doctor. In fact, I went to three doctors. I took every pill they prescribed for me... and... I stayed fat.

I tried four different liquid diets. I listened to those "subliminal" tapes. I ordered five different "can't fail" plans from those late-night TV shows. I tried acupuncture. I tried hypnosis. You know, it seems to me, I tried everything on the market. Unfortunately, the results were always the same ...

I'd lose a few pounds in the beginning and then I'd gain it all back... and sometimes I'd even gain more!

In the first two paragraphs Betty bonds with the prospect, which we will talk about in the next buying emotion. Betty admits a shared fear. The prospect cares about Betty because Betty is just like her. And she projects into the tale.

This sense of sisterhood and connection between the prospect and Betty allows Gary to extend and deepen simple *curiosity* into a feeling of *suspense*.

He describes the list of things that DIDN'T work, teasing the prospect deeper into the narrative, effectively holding her in a suspended and sustained state of wanting to know.

She becomes increasingly engrossed in the story and begins to experience another important emotion that drives the story forward — *anticipation*.

This is the feeling of looking forward to something that is expected to happen in the future. You create *suspense* and *anticipation* by dancing around the answers to the questions you've set up.

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This has the effect of drawing the prospect into the future of the story. Her mind begins filling in the blanks. She makes guesses... assumes things.

The questions hook the prospect and pull her along. The motion of story is from question to answer, doubt to certainty.

Without questions, there is no story. And without answers, there is no emotional satisfaction

One way to heighten *curiosity* and *anticipation* is to withhold information the prospect is itching to know. Gary could have closed the second loop right here. Indeed, this is what the prospect has been led to expect.

Instead, he chose to leave her hanging by taking off in another direction, evoking another important story-driving emotion — *surprise*.

Then, after all that, I did something really stupid: I left my husband! I must have been out of my mind. You know, he never hinted he was going to leave me. But ... I was so scared he would... I decided to leave him first.

He begged me to come back. He said my weight didn't matter. He said he loved me for who I was and not how I looked. He said sure, sometimes he would look at another woman because, after all, he was only human. But, he said he never once thought about cheating on me.

Well, now I know he was telling the truth. But, back then, I just couldn't believe it. I guess that's why I told him I wouldn't come home until I lost every ounce of my extra weight.

He said he would wait for me, and I thank God ... he did!

The curiosity emotions help to cement your prospect's attention while you cycle her through the transformational emotions required to cement a sale.

Gary opens the ad with a potent mix of fear and shame — emotions that are immediately relevant to millions of women in Betty's situation.

Before describing her transformation and revealing the magic pill, however, Gary uses the element of surprise to deepen the prospect's engagement. He also implants a very important supporting conclusion. Again, he does this very subtly, almost imperceptibly.

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The whole point of this surprise that seems to come out of left field is to characterize the heroine as a willful person... a person ready to accept responsibility for her situation and desperate enough to take extraordinary measures to do something about it.

As if to say to her husband, “You deserve better. I’m not going to allow myself to have you until I deserve to have you.”

The sub-text for the prospect is this: “Wow, if she’s willing to go to that kind of crazy length to save her marriage, the least I can do is buy this diet whatever the hell it is.”

This unusual story twist also leverages the principle that questions and problems sustain interest until they are answered or resolved. Once answered or resolved, we lose interest.

So the delayed payoff in the first section of the story serves to virtually guarantee interest in the second section.

When you open a new thread before closing the previous one, as Gary did here, it helps keep your prospects on the edge of their seats.

You strengthen your story when you sequence your questions and answers so there is no hole of disinterest anywhere in your story.

And now Gary delivers the big reveal ...

OK, now let me get to the good part. While I was separated from my husband, I finally did discover a way to lose weight and keep it off...

The concepts of *curiosity*, *suspense*, and *anticipation* are central to maintaining the engagement of your prospects and propelling them throughout the entire sales narrative — from ad, to landing page, to LGM, to opening and reading your emails, and everything in between.

LOVE

Love is a feeling of harmony that permeates the entire body and there are a whole host of shades and permutations. *Trust, liking, agreeableness, caring, confidence, conviction, belonging, friendship, reciprocity, patriotism, honor, heroism, happiness, oneness, idealism, contentment*, and so on.

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Survival of the species demands co-operation and care for others, the nurturing of children, and the general acceptance that we're all in this together. Or even the notion that all things are one and nothing happens without a reason.

You direct love's motive power by reminding your prospect of what your solution will do for the people he loves.

The desire to raise and love your own children, for example. It is much more than simply a desire to procreate, but a desire to take care of and nurture your own progeny or a surrogate.

Telling stories that involve people living vicariously through the lives of others will invoke this emotion.

Most people (those who make it through their teenage years, anyway) have a desire to remain loyal to their parents — *and by extension* — their heritage, ethnic group, culture, moral code, religion, city, or nation.

Stories of honoring the accepted principles and codes of conduct of their culture will serve to stir these feelings.

Allusion to romantic love is another trigger ...

Sex is man's greatest motivating force

The hunter who excelled in prehistoric times did so out of his desire to be great in the eyes of women.

Today's "hunter" brings home no skins of wild animals, but he communicates his desire for her favor just the same by furnishing her with fine cloths, houses, jewelry, etc. Likewise, women will spare very little expense to appear sexually attractive and alluring to men.

Appreciation of the arts, the grandeur of nature, fine food, and other pleasures of the senses fall into this category of motivation as well.

Or just "hanging out" and having fun with friends, family, and acquaintances.

Some of us are loners. Some of us are social butterflies. But all of us, to one degree or another, have an intrinsic need to seek out others, to get to know others, and to be interesting to others. To be accepted, wanted, and needed by our peer group. And to feel we belong to something larger than ourselves.

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All of us gauge our own self-worth and esteem based on the reactions of those within that group and are strongly motivated to behave in ways that conform to the norms prevalent within our social circle. And all of us are socially conditioned to understand and respect the concept of fairness in human relations.

The word “fair” is one of the most powerful words in selling for this reason. It appeals to our desire to “do the right thing”, for no other reason than doing so.

And let’s not forget *idealism*, which motivates people to want to make the world a better place — to join service organizations, volunteer for programs for the needy, give to charity, or work toward the improvement of their community. It makes us feel loved.

You also release the motive power of the other buying emotions by demonstrating that you love your prospect — that you are his benefactor and advocate, and that he holds a special place in your heart.

The lead generation process is not just about collecting the contact information of people who may be interested in your offering. It is a process of giving before you get, and of building familiarity, trust, and goodwill prior to the enrollment call. The enrollment call itself is an extension of this dynamic.

Your role in the sales drama is that of the stern but loving parent and servant leader. You love them at every stage of the sales cycle, and they love you back.

There is love in the level of depth, detail, and research that is obvious in your marketing. There is love in your personality and the enthusiasm with which you impart information and knowledge in your ads and your lead generation magnet. There is love in the design and appearance of your marketing. And there is love in your intense interest and sincere curiosity about the prospect and their predicament at the enrollment call. There is even love in your insistence that enough is enough and now is the time to do something to better their lives by enrolling in your program.

Expert execution of the buying emotion color wheel has revolutionized businesses and given my coaching, consulting, advisory, and agency clients a whole new lease on life...

Instead of dreading your business account bank balance and wondering if there will be enough to pay the credit card statements when they arrive... you’ll be looking forward to transferring plenty of cash to your personal account whenever the need arises...

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Instead of feeling guilty you're spending too much time in your business and not enough time with your family... you'll be living a balanced life, full of energy and enthusiasm for your work, but fully present with the people you love when away from it...

Instead of being fatigued, irritable and burned out from the grind... you'll wake up with a smile on your face and with total confidence that your lean, mean, lead-generating machine is cranking away 24/7... qualifying, nurturing and educating a steady stream of ready-to-buy clients.

I know from personal experience... and from the experience of my clients... that this is what awaits you when you put this system to work.

So here's what to do next ...

I have developed a 60-minute strategy session which we conduct on Zoom video conferencing. Look at what we can accomplish together in this fast-paced, value-packed session:

- **Cash-Flow Problems — Lying awake at night worried about maxing out the line of credit?** We've helped hundreds of coaches, consultants, advisors, and agencies clear this hurdle by pinpointing inefficiencies that are constricting your sales.
- **Lead Generation — Sick and tired of the unrelenting battle to find new clients?** We'll show you how to automate 90% of your sales cycle, so you can focus on what you do best.
- **Profitability Score Card and Plan — How much leverage have you built into your business and what can you do to double, triple, or quadruple your income?** By the end of this session, you will get clear on why you are stuck and struggling... and be given a step-by-step action plan for breaking through to your income goals over the next 12 months.

There is no charge for this call (A \$900 Value), but you must apply for it by filling out a short questionnaire which we will review carefully before the session.

Step 1— [Click here](#) to fill out the mandatory questionnaire and book a call on our schedule.

Step 2— Watch your email for confirmation of the call.

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Rest assured this consultation is not a thinly disguised sales presentation. It will consist of the best analysis and advice my highly trained team of advisors can provide in a 60-minute timeframe. You will also receive a recording of your session.

Daniel Levis

Founder, Science Of Client-Getting

P.S. Take a look at what people are saying ...

"With just a few emails, we filled my webinar registration roles with over 2,000 exuberant prospects for a \$25,000 product. Because Daniel's philosophy and easy-to-implement systems are built on TRUST... they extol, advocate, and champion the needs, concerns, and welfare of your prospects and customers. It's as if he took the core of my, "Strategy of Preeminence," and applied its central tenants to email marketing." **Jay Abraham, Business Consultant & Strategic Marketing Expert**

"Daniel is one of the handful of copywriters I personally rank as 'Best in the Biz' and he's also the most brilliant web marketing strategist I've ever met." **Clayton Makepeace, Billion-Dollar Copywriter**

"Daniel Levis is doing his students a great service. He motivates them to act. And he gives them the tools to do the right job. Important work. Keep it up!" **Michael Masterson, Bestselling Author, Self-Made Millionaire, Business Builder, and Master Copywriter**

"Of all the things I've done to create more time in my business and my life, systematizing my email marketing was in the TOP 3. That's why we've been applying the systems and strategies of the man known in the upper echelons of marketing as, THE EMAIL ALCHEMIST. We recently rolled out an email campaign using his secrets, for an 80/20 training... Our registrations were STAGGERING... 5 EMAILS brought us 2600 signups for the webinar!" **Perry Marshall, Author of 80/20 Sales and Marketing, The Definitive Guide to Working Less and Making More**

"Science Of Client-Getting dug far deeper into my list and QUADRUPLED my sales! For real. That is no hype. It generated a tsunami of orders I had no idea were even there. We pulled in \$300K in immediate sales for 3X Sellerator, plus another \$100K in payment plan sales. All from a list of fewer than 25,000 names. People who had already been exposed to a recent launch for 3XVSL generator. That's over \$16 per subscriber! Amazing! **Jon Benson, Author, Marketer, Consultant, Creator of 3X Sellerator**

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“Daniel’s system helped me wake up a list that I hadn’t mailed much in 7 years and jumpstart my EVOLVED ENTERPRISE program without having to advertise. This way I was able to invest more of my time and money in creating the best and most meaningful program possible. And I was able to take my book to best seller status!” **Yanik Silver, MaverickMBA.com**

"Daniel Levis gives you a blueprint for becoming a great marketer and writer. He just "gets it" in a way that few others do when tackling this complex subject. I love his approach, which begins and ends with telling compelling stories and his concept of taking ageless ideas that have captivated people throughout the millennia and recycling them. This makes me think of one of my rules of thumb, which is to "steal smart". **Bryan Kurtz, CEO Titans Marketing, LLC**

“There are legendary names in the industry of Direct Marketing like Gary Halbert, John Carlton, Dan Kennedy, etc... Daniel Levis is one of these Modern Day legendary names from the school of direct marketing... where marketing principles work based on testing, persuasion, NLP, and psychology. When a person like Daniel Levis comes around to teach you. THIS is the training you want to take part in.” **Andy Jenkins, Founder, Marketing Genesis**

“10 Years into Copywriting I Would Have Sworn I Had E-mail Figured Out from Every Angle. Then Daniel Levis comes along and stomps the ant pile to dust. His E-MAIL ALCHEMY is a total disruption of the way most of us go about building e-mail campaigns. This is NOT more “tips and tricks for getting emails opened and read” that so many other teachers burp out... this is a clean, fresh, and deeply psychological look at why people buy and how to help them decide to do it with your e-mails.

This approach will not only revive your list, slap awake slumping sales funnels and ignite a riot of new income...it will permanently replace the lazy bad habits and missed opportunities that are costing you a fortune right now! Ignore Daniel’s training at your own peril.”--**Kevin Rogers, Million-Dollar Copywriter and, Author of, “The 60-Second Sales Hook”**